I claim:

1. An electronic shelf label (ESL) comprising:

a first display disposed on a first side of the ESL for displaying information;

a second display disposed on a second side opposed to the first side of the ESL for displaying information;

a memory device for storing the information to be displayed and at least one ESL identification number;

communication circuitry for receiving commands; and

ESL circuitry for controlling the operation of both the first display and the second display.

2. The ESL of claim 1 wherein a single ESL identification number is associated with both displays.

3. The ESL of claim 2 wherein both the first display and the second display display the same information.

4. The ESL of claim 1 wherein a first ESL identification number is associated with the first display and a second ESL identification number is associated with the second display.

5. The ESL of claim 4 wherein the first display displays a first information and the second display displays a second information, wherein the first information differs from the second information.

6. The ESL of claim 1 wherein the communication circuitry receives a command from a host computer directing the ESL to display a message on the first display.

7. The ESL of claim 1 wherein the communication circuitry receives a command from a host computer directing the ESL to display a message on both the first display and the second display.

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8.   The ESL of claim 1 wherein the ESL is mounted on a shelf rail and perpendicular to the shelf rail.

9.   A method of displaying information by a dual sided electronic shelf label (ESL) having a first display and a second display, the first display and the second display disposed on opposing sides of the ESL, the method comprising the steps of:

transmitting a message to an ESL containing an update display command;

receiving the message by the ESL;

determining if an ESL identification (ID) number contained in the message matches an ESL ID number associated with either the first display or the second display;

if the ESL ID number contained in the message does not match an ESL ID number associated with either the first display or the second display, maintaining current display contents of the first display and the second display;

if the ESL ID number contained in the message matches an ESL ID number associated with both the first display and the second display, updating the first display and the second display to display information contained in the update display command; and

if the ESL ID number contained in the message matches an ESL ID number associated with only the first display, updating the first display to display information contained in the update display command, and maintaining current display contents of the second display.